

**Sandy Lane Primary School**

The key aim of the project was to develop enterprise through the planning and delivery of a Literacy Festival. The element of enterprise involved a group of pupils in the planning, marketing and delivery of the event. The focus was on developing their skills in Literacy, Creativity, Problem Solving and Team Building.

## Festival of Enterprise

### Key Objectives

The aims of the project were to promote literacy and enhancing enterprise skills across the school. The pupils were involved in all areas of preparation and planning of a three-day festival. They were engaged in active experiential learning experience and high-level decision-making.

### Process

Pupils in years 5/6 were invited to apply by letter and CV for posts on the marketing group. All pupils went through a full recruitment and selection process involving an interview by staff. Letters of acceptance were issued to applicants. The successful applicants were appointed to posts as marketing managers and a regular schedule of weekly lunchtime planning meetings was established. The process continued for one term culminating in a three-day festival.

### Festival Elements

The pupils organised a variety of events including recreating a scene from a book through drama, design a bookmark and book jacket competition, poetry speaking, recreation of A Midsummer Nights Dream, storytellers, fancy dress and puppeteers.

### Pupil Achievement.

The pupils effectively delivered the festival enhancing their communication, teamwork and core transferable enterprise skills. They became aware of and improved time management; planning and organisational skills as well as thoroughly enjoyed the process and event.

### Feedback

**"All the parents laughed at his jokes they all really enjoyed his stories"** Pupil

**"I liked all the presentations and all my friends dressed up."** Pupil

**"Presenting certificates in the final assembly it was plain to see the high degree of involvement and genuine enthusiasm for the festival across the whole school."** Advisor

**"The festival was an exciting and stimulating experience which involved children from all parts of the school. The story teller was particularly entertaining."** Parent

**"The children worked really hard and enjoyed the experience at the same time."** Teacher

### Conclusion

The Literacy Festival was run as a successful event that involved every class in the school directly with one of the performances, presentations and competitions. This marked a wonderful achievement for the marketing team of young people who attracted many parents to the events. During the course of planning, marketing and running the festival, the young people developed a wide range of enterprise skills that can readily be transferred to other areas of learning.